



BRYANT'S BUSINESS

125th
ANNIVERSARY
For 125 years, the gateway
to business leadership.
1863 - 1988

Monday, October 26, 1987

Bryant College, Smithfield, RI

Volume 8, Number 4

Accountant, teacher, triathlete: Mike Lynch



Professor Mike Lynch ready to roll.

by Bud McQueston
Public Information Intern

Mike Lynch believes there is a relationship between being an accountant, a teacher, and a triathlete. He should know; the assistant professor of accounting at Bryant is all three.

Dedication, perseverance, and the ability to finish the job even when you don't want to or it becomes too tough. These qualities, he says, are as important to a good accountant and teacher as to a triathlete, who competes by swimming 2.4 miles, biking 115 miles, and running a marathon of 26.2 miles all in the same day.

Or in Lynch's case, in about 10¼ hours. That's the time he compiled in the Bud Light National Ironman Championships for triathletes held at Hyannis in September.

When you take on a client's case and it becomes more involved than you anticipated, he said, you can't drop the case and say it is too hard. The same goes for the triathlon, Lynch said. "I always finish whatever I start."

Lynch's physical and mental conditioning, and his love of teaching show in the classroom. He moves about gracefully and constantly in his athletic shoe-clad feet, and he gets all his students involved.

Lynch does not see students as students of accounting. Rather, he sees them as professionals

Continued on page 3

Clarke lecture features noted psychologist

One of America's leading industrial and organizational psychologists delivers the annual Walter V. Clarke Memorial Lecture as part of Bryant's 125th Anniversary celebration on November 5.

Dr. Robert Perloff, professor of business administration and psychology at the University of Pittsburgh and former president of the American Psychological Association (APA), speaks at 4 p.m. in Janikies Auditorium. His address is titled "The Efficacy of Self-Interest for Facilitating Individual and Group Behavior: Proof Beyond the Self-Evidentiary."

The Clarke lecture is sponsored annually by Walter V. Clarke Associates, Inc., of Providence, human-behavior consultants, and the University of Rhode Island. It will be the eighth lecture

Continued on page 3



Dr. Robert Perloff, Clarke lecturer.



Campus Campaign, Phonathons setting fast paces

The annual Campus Campaign and Fall Phonathons for the Bryant Fund were on record-setting paces as of mid-October.

The Campus Campaign, which ended officially last Monday, showed an almost 44 percent participation rate as of October 15, said Caroleen Jones, annual giving director. That rate put the 60 percent participation goal definitely in sight.

The amount pledged as of that date was even more impressive: almost \$21,800, she said. That figure far surpasses the \$18,000 goal and has already set a new record of giving by employees.

The Fall Phonathons also were piling up some impressive numbers, Jones said.

Four Phonathons were held as of October 15, with more than \$65,000 pledged to the Fund, she said. That figure was 15 percent higher than the first four Phonathons held last fall.

Eight out of 10 alumni called on those nights also were pledging, Jones said, producing an 80 percent pledge rate. Of those persons pledging, 144 had indicated they would contribute at least \$125 to become a member of the special 125th Anniversary Club—a new donor-recognition club this year.

The Phonathons continue tonight and tomorrow night, when the final competition for prizes is held. The top student caller will earn an all-expense paid trip to Disneyworld. All other callers will



Students help to staff the phones at the Fall Phonathons.

compete for a top prize of a get-away weekend for two. All the final-night callers, who are the top three callers from each Phonathon, will earn prizes donated by local businesses.

Campus Campaign contributors were feted at a "thank you" party last Thursday in the Bryant Center's North Dining Room. Each also has received a gift of appreciation.

Leadership program enters 'mentor' stage

The "mentorship" stage of Bryant's new Learning for Leadership program is off and running. It is the second phase of the two-semester program that began last spring.

The mentorship stage, according to professor Bill Hill, is "a natural follow-up to last spring's Learning for Leadership class for students who will now have the opportunity to learn about leadership by observation and by doing."

Hill said the students will have a "sustained contact with an individual who holds a position with leadership responsibilities in a local public or private organization."

The program's first volunteer "mentors" are Barbara Boerner, head of the Lincoln School;

William Sweeney, executive vice president of the Rhode Island Hospital Association, and Phil Zarlengo, director of special populations for the state Department of Education. Their student mentees are Jeff Folb, Bari Willner, and Paul Santoro.

Students met their mentors at an orientation dinner in the Bryant Center in late September, hosted by Hill and professor Ron Deluga. Also attending were Kathy Hartley, executive director of Leadership Rhode Island, and Dave Zielinski, a member of Leadership Rhode Island's alumni board. Bryant is cooperating with the Chamber of Commerce-sponsored leadership program to recruit additional leaders as mentors.

M.B.A. grads feeling good: survey

A survey of the Graduate School's May graduating class shows some very positive feelings about their experiences at Bryant, according to Kathy Massone, assistant director of the Office of Institutional Research, which coordinated the survey. Some of the results are listed here.

Almost 20 percent of the graduates are earning more than \$50,000 a year, and 52 percent expect their salaries to exceed this figure five years from now, Massone reports.

The M.B.A. graduates have high aspirations, she says. Thirty percent plan to start or expand a

business, and almost 28 percent hope to become the president or CEO of a corporation.

One out of every five currently is working in corporate management or owns or is a partner of a corporation, Massone says. And one out of three expects to be self-employed or working in corporate management five years from now.

Almost 78 percent are confident that their M.B.A. degrees will have a positive impact on their careers in the immediate future, Massone says, and virtually everyone (96.5 percent) believes it will have a positive impact in the long run.

3M wins BML industry simulation contest

The results are in. And the winner of the first Bryant Management Laboratory/Industry Simulation Contest is a team from 3M's Printing and Publishing Systems Division in St. Paul, Minnesota.

Co-sponsored with *Design News* magazine, the competition attracted 17 companies from across the country and one in Canada. Each team managed a fictitious company that produced and marketed three lines of personal computers. Everything was done by mail and weekly telephone calls over a 12-week period that ended in late June. Each week represented one business quarter for a hypothetical total of three business years.

The 3M team bested competition from companies such as Goodyear Aerospace in Akron, Ohio; Boeing Military Airplane Co. in Wichita, Kansas; Amp, Inc. of Harrisburg, Pennsylvania; Codex Corporation in Mansfield, Massachusetts, and C-Tech Ltd. of Cornwall, Ontario. The contest was organized by professor Ted Gautschi, who writes the magazine's Management Forum column. His assistant, graduate student Bernard Dumont '86, received the weekly phone calls and recorded decisions, processed the information, and sent back the printouts with results one day after each call was phoned in.

Clarke lecture

Continued from page 1

honoring the founder of the company, headed by president Kachadoor Kazarian '53.

Before the talk, former Senator S. I. Hayakawa will be honored by Clarke Associates for his contributions to business education and government. His award will be presented by W. Clement Stone '86 Hon., Clarke owner and chair.

Before joining the faculty at Pittsburgh, Perloff was a professor of psychology at Purdue University, director of research and development at Science Research Associates, chief of the statistical research and consultation unit of the Army's personnel research branch, and an Antioch College instructor. He earned his Ph.D. in quantitative psychology at Ohio State University, and has specialized since in evaluation research and consumer behavior.

Perloff is a Diplomate of the American Board of Professional Psychology, a Fellow of the APA and American Association for the Advancement of Science, and a director or member of the leading national and international psychological, consumer research, and evaluation research associations. The psychologist also is a trustee of the California School of Professional Psychology and the American Psychological Foundation. The Evaluation Research Society named its annual prize for innovative approaches in the field after Perloff, who has written approximately 350 articles, books, commentaries and book reviews.

Perloff and Hayakawa also plan to be on campus for informal conversation with faculty and students before the event. A reception and dinner follows the talk and award ceremony.

Each team included three to six engineers, with each one role-playing an executive position in a certain department, such as production, marketing, or finance. They also moved from position to position to get a feel for the decision-making in each area.

The teams ultimately were judged on their performance in six areas: market share for the three products, stock value, return on equity, and total earnings. The quality of annual reports also was factored in.

Mike Lynch

Continued from page 1

who are seeking careers in accounting.

After all, he said, "accounting is not a major, it is a profession."

To handle his extremely busy schedule, which includes hours and hours of training each week, Lynch tries to be as organized as possible. And "I never waste any time," he says.

When he leaves the office or classroom, he'll go to his car and either pull his bicycle from the trunk, grab his running shoes, or get his swimming suit and work out. When he's home, he'll usually be reading something, or spending what he calls "quality time" with his family. Even a trip to the beach is not wasted, he says. He'll leave on his bike two hours early and meet his family there.

Lynch's third-place finish and time in the Hyannis competition at Craigsville Beach for athletes 35 and older (he's 36) could earn him an invitation to the world championships in Hawaii next year. But even if he is asked, he won't go. Not yet. He doesn't feel he is quite ready for that level of competition, although it definitely is in his plans for the future. For right now, he'll stick to one triathlon a year to improve his time.

The East Greenwich resident got involved in the triathlon at Cranston East High School without really knowing it. He captained the swim team, ran cross country, and played baseball to make him a three-sport athlete. Later, he took up biking.

Lynch says he loves the triathlon best, however, because of the challenge of being good in all three events. His training regimen includes running 45 miles, swimming four miles and biking 200 miles a week.

Lynch graduated from the University of Rhode Island in 1973 and then went on to Bentley College to earn a master's degree in taxation. The C.P.A. followed that up by earning a law degree at New England School of Law.

Before getting into the academic world full time, Lynch was a tax accountant for Peat, Marwick & Mitchell and assistant to the treasurer at the Rogers Corporation. He came to Bryant in 1977.

How long does he plan to compete as a triathlete?

"Forever," he says. "The best thing about the triathlon is if one day you don't want to run, you can ride your bicycle. If you get bored with that, you can swim."

QUICKLY

...**Doug Jobling**, director of the SBDC, spoke to the annual meeting of the Rhode Island Bankers Association in late September. He described SBDC services as part of a panel on "Financing New and Emerging Small Businesses in Rhode Island"...

...Professor **Tom Burke** made a presentation at the "New Technologies and Education Conference" at the University of Maine-Augusta in early October. It was titled "Knowledge-based Expert Systems...another challenge for teachers?"...

...**Kappa Delta Rho** fraternity is trick-or treating for UNICEF on campus until the end of this month. It is part of a nationwide philanthropic effort by the national fraternity...

...OOPS! Waldorf Tuxedo Company is offering \$10 off the cost of all rentals for the **125th Anniversary Ball**, not 10 percent off as indicated in the October 13 issue of Bryant's Business...

...Professors **Joan Marsella** and **Bill Haas** are presenting on November 12 a symposium on the best-selling book "The Closing of the American Mind: How Higher Education Has Failed Democracy and Impoverished the Souls of Today's Students," by Allan Bloom. It's scheduled for Meeting Room 2A in the Bryant Center from 3:30 to 5 p.m....

Scholarship reception Thursday

The Bryant Faculty Federation hosts on Thursday a reception to raise money for its annual student scholarship.

Everyone is invited to the Galski Dining Room between 4 and 6 p.m. for hot and cold hors d'oeuvres, cocktails, and "surprise entertainment." All proceeds go to the scholarship fund.

Tickets are \$12.50 per person. Call professor Pat Keeley at ext. 6138. Or stop by his office in faculty suite B.

CALENDAR

MONDAY, OCTOBER 26

**"Introduction to LOTUS 1-2-3
A 'Hands-On' Approach"**
2-Day Seminar
The CENTER
8:30 a.m. – 4:30 p.m.

Phonathon
Room 286 A & B
6 – 9 p.m.

TUESDAY, OCTOBER 27

**"Winning Customer Relations
Strategies"**
Seminar
The CENTER
8:30 a.m. – 4:30 p.m.

THURSDAY, OCTOBER 29

"Winning Negotiations"
2-Day Seminar
The CENTER
8:30 a.m. – 4:30 p.m.

Movie "The Wall"
Auditorium
7 & 9:15 p.m.

FRIDAY, OCTOBER 30

Concert by "Max Creek"
MAC
9 p.m. – 1 a.m.

SATURDAY, OCTOBER 31

Halloween

SUNDAY, NOVEMBER 1

Eucharist
Bryant Center Room 2A-B
Noon & 9 p.m.

Protestant Services
Bryant Center Chapel
12:30 p.m.

SPB Movie "F/X"
Auditorium
7 & 9:15 p.m.

MONDAY, NOVEMBER 2

**"Telephone Techniques for
Improved Customer Relations"**
Seminar
The CENTER
8:30 a.m. – 4:30 p.m.

TUESDAY, NOVEMBER 3

**"How to Improve Productivity
Through Effective Interpersonal
Communications"**
2-Day Seminar
The CENTER
8:30 a.m. – 4:30 p.m.

THURSDAY, NOVEMBER 5

**Walter V. Clarke Memorial Lecture
by Dr. Robert Perloff**
Janikies Auditorium
4 p.m.

SUNDAY, NOVEMBER 8

Eucharist
Bryant Center Room 2A-B
Noon & 9 p.m.

Protestant Services
Bryant Center Chapel
12:30 p.m.

SPORTS

THURSDAY, OCTOBER 29

Women's Volleyball
New Haven
7 p.m.

SATURDAY, OCTOBER 31

Women's Soccer
AIC
1 p.m.

SATURDAY, NOVEMBER 7

Men's and Women's Cross Country
NCAA Division II Eastern Regionals
11 a.m. & noon

Boy's and Girl's Cross Country
R.I. Scholastic Championships
2 p.m.

Collegiate, high school runners coming

Hundreds of cross-country runners from throughout the East will descend on Bryant on November 7 for several top-notch competitions.

The NCAA Division II Eastern Regional Championships for approximately 800 men and women from 40 colleges open the day. The men begin running a 10,000-meter course at 11 a.m. The women run a 5,000-meter course beginning at noon.

Then at 2 p.m. the annual Rhode Island school-boy and schoolgirl championships begin.

New faces

Among the new faculty and staff members at Bryant this semester are those profiled here:

Dr. Constantine H. Ziogas

Ziogas is an assistant professor of economics. He came to Bryant from Clark University, where he lectured and was a research associate in the Institute for Economic Studies. He has lectured also at Assumption College. Ziogas holds a B.A. in economics from the University of Athens, Greece, and M.A. and Ph.D. degrees in economics from Clark. He lives in Providence.



Melissa K. Barnes

Barnes is a new assistant director of career services/career development. She came to Bryant from Berkshire Community College, where she was an assistant director of career planning and placement. Barnes holds an M.Ed. in counseling and psychological services from Springfield College and a B.A. in English from the University of New Hampshire. The native of Dalton, Massachusetts lives in Providence.



Dr. Norma Powell

The associate professor of accounting came to Bryant from the University of Houston-Clear Lake, where she was an assistant professor. She has taught also at Texas A & M University. Powell has been a staff auditor with Arthur Andersen & Company and secretary-treasurer of a small business. She holds a Ph.D. in accounting from Texas A & M, an M.S. in accounting from Houston-Clear Lake, and a B.S. in finance from Houston-Clear Lake.



Dr. Sherre Strickland

The associate professor of accounting also came to Bryant from Houston, where she worked at American Medical International. She has taught also at the University of Houston-Clear Lake and Lamar University, and has been a staff accountant with Arthur Andersen & Company. She holds a Ph.D. in accounting from Texas A & M, and M.B.A. and B.B.A. degrees from Lamar.



Dr. Sunil Babbar

The assistant professor of management came to Bryant from Kent State University, where he was a teaching fellow in the administrative sciences department. Babbar also was a research assistant at Kent State, and has lectured at Sanatan Dharm College of Meerut University, India. He holds D.B.A. and M.B.A. degrees from Kent State, and M.A. and B.A. degrees in economics from Meerut. Babbar also has worked as a director and operations manager for an Indian transport company. He lives in North Providence.

